

CHAPTER I

COMPANY OVERVIEW

1.1. Industry Analysis

During the COVID-19 pandemic 2021, 71% of Indonesia citizen consumed snacks in the middle of the pandemic to find comfort comparing it to 2019 where it's only 64% (Amadea, 2021). Different food trends started showing up during the pandemic, and people are starting to compete against each other to create a more unique innovations of snacks that can be sold during the era.

One of the most popular snacks in America is Pop Tart. It is a pastry snacks where a filling of any type is sandwiched between 2 layers of pastry, then given icing or sauces on top. It is easy to eat pop tarts as people can just eat it directly or toast it, making it perfect for snacks. Pop-Tarts originally had 4 flavors; apple currant, strawberry, blueberry, and brown sugar cinnamon. However, now Pop-tarts has more than 20 different flavors with different icings. In addition to that, 8.65 million of Americans has consumed Kellogg's Pop Tarts up to 8 or more packages in 2020.

Indonesia is on the top eleven countries in the world where there was high substantial growth of snacks in 2017. In addition to that, Amadea (2021) stated that during the pandemic, 84% of people consume snacks to pamper themselves, 81% stated that consuming snacks makes them energized, 77% stated that consuming snacks helped them through rough times and 76% of them stated that snacking fulfill their body and mind. According to Statistik Konsumsi Pangan (2018), the intake of bread has almost reached 500% between 2014 to 2018, followed by biscuits or cookies. These statistics encourages the writer to expand the market more, and to introduce Indonesian citizens to new types of pastry that Americans enjoyed. Pop-tarts looks extremely eye-catching and colorful, they are pre-packaged food and is easy to eat. The writer is trying to open up a market of pre-packaged pastry or can be eaten warm right onsite and also opens up the opportunity to make pop-tarts fascinating by also incorporating the engagement of

the customer towards the food. This concept has not appeared in Indonesia that much, therefore, it is very intriguing to apply this product's concept.

1.2. Company Description

Tart-It Up is a pop tart company that focuses on providing warm pop tart, pop tart to go, and also DIY pop tart. Tart-It Up comes from the word "tart up" which is a slang to dress up or to make something fancy. The writer has decided to choose the name as the product is pop tart, and also people can tart their pop tarts on their own. Tart-It Up will provide pop tarts with apple pie filling, sweet potato filling, and pizza filling. Each flavor will be given sauces or icing to complete the product. The writer wanted to introduce new fusion food and also to push Indonesia to "play" with their food and increase their creativity. The business has chosen to open in a store that is located in Ruko Arcadia. Since the target markets are teenagers, the ambience that the owner has chosen is a calming yet still inviting towards the customer. The color that will be used on the store are pastels colors but the main color will be pink pastel and nude, in order to compliment the bright colors, the table would be light brown and the chair would be white. Once the customer enters the store, they will be greeted with cheerful or happy songs that would match the atmosphere of the store.

A. Vision & Mission

Vision:

To achieve food fusion that could broaden the taste bud of Indonesia citizen and encouraged them to be more creative with their food.

Mission:

- a. developing foods that has different variations
- b. Make Indonesian people like to do creative things with food
- c. Introducing and promoting the products through influencers on different social medias

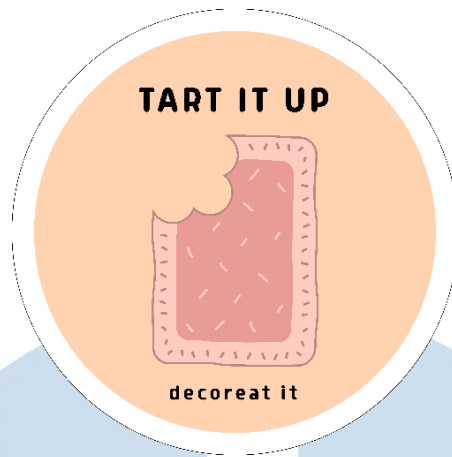


Figure 1..1 Tart-It-Up

The logo is a circular shape with a bitten pop tart in the middle. Below it has the word “Decoreat It” which is a fusion between the word “decorate” and “eat” as the concept is also to focus on how the customers could decorate the pop tart by themselves. The shape is a circle and the writing has a dull edge as circle would give a more friendly and comforting appearance. The color scheme is around pink to beige, giving it a softer, approachable appearance yet still inviting.

B. Team

The organizational structure of Tart-It-Up consists of Founder, administration, and production and is divided into manufacturing, baking, and packaging. The main task of the founder is to take responsibilities for the company, making the SOP of the company, ensure that the vision and mission of the company is achieved and also to make sure to give duties to the supervisor and employee equally, making an efficient work environment. They are also in charge of assisting all the employees and to direct them. Administration would handle the finance such as the equipment or ingredients that needed to be bought will go through the finance, and they ensure that there will be no loss. In addition to that, administration also handles the advertisement of the product through social media, WhatsApp blast, and even flyers. The production team will handle the making of the product from the beginning until it is ready to be packaged and to be sold.

Product and Services

A. Product

Pop tart is a pastry snack where a filling will be sandwiched in between 2 pastry sheets, topped with icing or sauce. It is a very famous go-to snack that is eaten in America and is very colorful. Therefore, the writer took initiative to introduce Indonesian people to pop tart that can be consumed by people of all ages.

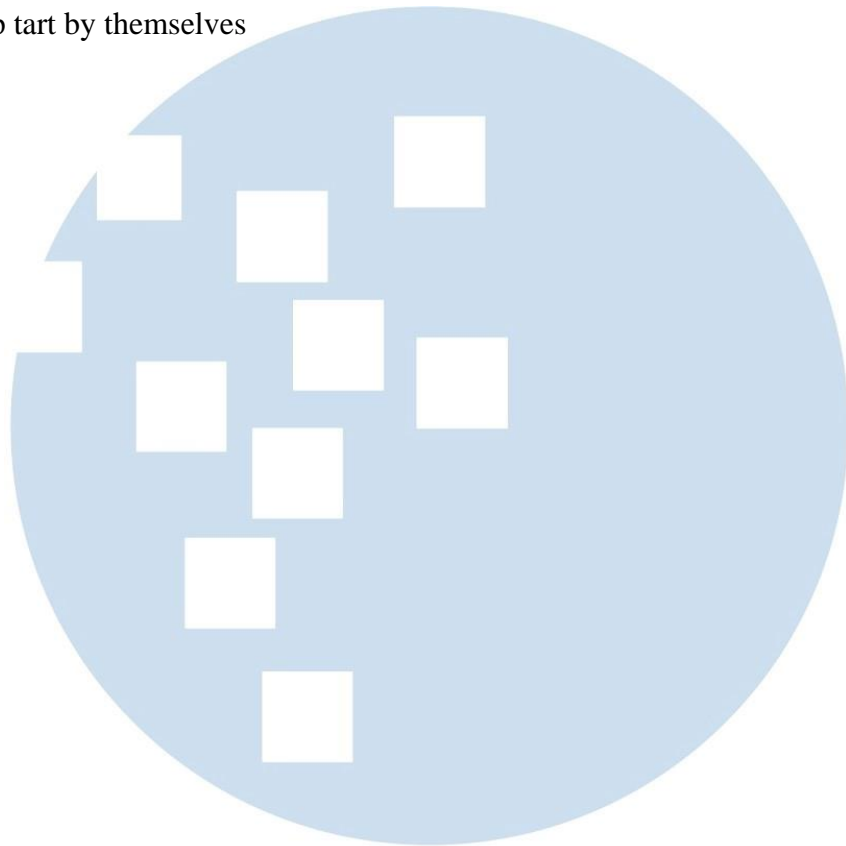
Tart-It-Up provides pop tarts with different fillings. The main four fillings are apple pie, sweet potato, and pizza. Apple pie and sweet potato filling will be topped with an icing whereas the pizza filling will be topped with sauce. The company has sweet and savory variants in order to fulfill the wants and needs of the customer as some may like sweets and some may like savory. These variants are produced for people of all ages. The pizza flavor could be the variant that will reach out to the people the most as the flavor of pizza suits most of Indonesian's taste buds.

The cooking method is baking, however, decorating the pop tart may differ. The plain baked pop tart that is not topped with any icing or sauces will act as a plain canvas for the customer to draw. This is the advantage of the product. In addition to that, people can order a DIY package where the company will provide icing or sauces and ready-to-eat plain pop-tarts that is perfect for birthdays.

B. Service

The company will sell the product in Ruko Arcadia as it is located near schools, it is crowded and is visible to passerby, therefore, there will be a higher chance of passerby to come and take a look of the product. In addition to that, the packages are also available in E-commerce applications and social media like Shopee, GoFood, and Instagram. The In-Store will allow customer to sit and order their preferred pop-tarts along with the sauces where they can decorate the pop-tart themselves. The flow will start from the customer entering the shop, picking their own seat. They could order their own preferred pop tart and pay. The staff would

give them their pop tarts along with the sauce and the customers could decorate the pop tart by themselves



UMMN

U N I V E R S I T A S
M U L T I M E D I A
N U S A N T A R A